



CITY OF SEATTLE

Communications & Outreach Manager

SALARY:	\$41.50 - \$62.27 Hourly
LOCATION:	Seattle Municipal Tower, 700 5th Ave., Seattle, Washington
JOB TYPE:	Civil Service Exempt, Regular, Full-Time
SHIFT:	Day
DEPARTMENT:	Department of Education and Early Learning
BARGAINING UNIT:	Not Represented
CLOSING DATE:	04/02/19 04:00 PM Pacific Time

POSITION DESCRIPTION:

Imagine a city where every student, regardless of language and cultural differences, receives a quality education and feels safe and included.

The Seattle Mayor and City Council are striving to bring us to the top of the list of cities known for positive change, innovation, and sound financial management. The Department of Education and Early Learning (DEEL) supports this effort to transform the lives of Seattle's children, youth, and families by eliminating opportunity gaps and preparing students for kindergarten, improving academic achievement, eliminating the opportunity gap, and ensuring students graduate prepared for college or a career. The department strives to embed the City's Race and Social Justice Initiative into its education objectives and seeks staff that value the importance of working together as a government and community to eliminate racial disparities and achieve racial equity.

To support the mission of this department, we are looking for a Communications & Outreach Manager to serve as a dynamic leader in managing and coordinating integrated plans for all community outreach and engagement, public affairs, digital content development, and communication strategies for the department.

Here's more about what you'll be doing:

You will be responsible for daily departmental communications tasks, such as:

- Writing press releases and communicating with the media
- Managing and updating website content and social media
- Developing talking points
- Writing stakeholder newsletters and announcements, as well as highlights on program milestones and funding awards
- Acting as a liaison with other departments and agencies on communications and outreach issues
- Communicating clearly and effectively through presentations and written materials to community leaders, elected officials, and other stakeholders
- Acting as DEEL's Public Information Officer and representing DEEL to the Mayor's Office and other City departments

You will ensure the success of communications and outreach strategies by:

- Working with project teams to determine outreach objectives, strategies, timelines, and budgets
- Researching appropriate communication tactics, identifying key audiences, developing key messages, and advising the project team on cost-effective and inclusive methods to reach target audiences

- Organizing and staffing outreach activities and analyzing results to determine if goals are achieved
- Tracking and reporting project communications and media coverage
- Compiling and preparing summaries of outreach activities
- Implementing communications strategies that involve multi-formatted collateral, including website content management, social media engagement, and visual graphics expertise

You will frequently engage in special projects and initiatives within the department, such as:

- Planning and holding large scale community meetings to solicit community feedback and elevating community concerns to interested parties
- Recruitment of students for funded programs
- Partnering with other departments on community engagement efforts
- Participating in establishing DEEL goal setting and strategic planning initiatives
- Executing communication strategies to convey complex problems which navigate highly visible, sensitive, and controversial issues with external constituencies

QUALIFICATIONS:

You will be most successful if you have demonstrated significant strength in community outreach and engagement, as well as both internal and external communications. A commitment to listening, creating space for diverse perspectives, and the pursuit of inclusive and just outcomes must be at the center of your professional practice. The ability to communicate at all levels tactfully and effectively will also contribute to your success. Specifically, you'll be prepared to take on this role if you demonstrate:

A high level of skill in:

- Increasing social media presence
- Oral and written communication
- Preparing and giving presentations, preferably in cross-cultural contexts.
- Attention to detail and organization
- Project management

The ability to:

- Creatively solve problems by sorting through multiple issues, assess, identify appropriate resources, and implement solutions.
- Meet project deadlines.
- Navigate and adapt to a dynamic political environment
- Successfully execute plans for program content and participant engagement
- Travel to various locations for community outreach events

Experience with:

- Developing and maintaining partnerships with community organizations, citizen groups, and foundations
- Developing, managing, and evaluating public outreach communication and marketing tools, including facilitation, public speaking, digital, and online
- Community organizing and engagement, especially with diverse communities.
- K-12 and Early Education Systems

ADDITIONAL INFORMATION:

This position is pending classification as a Strategic Advisor 2, Exempt and will require the ability to work a flexible schedule, as attendance at meetings in the evenings or weekends will be required at times. DEEL supports the City of Seattle's Race and Social Justice Initiative to end institutionalized racism by eliminating barriers to access, providing the staff and public with opportunities for growth, and developing equitable access to the programs and services we offer. If you share those values and meet the qualifications, we invite you to apply for this position. Please visit <http://www.seattle.gov/education> to learn more about the Department of Education & Early Learning.

APPLICATION PROCESS:

To be considered for this position, you must submit your application, attaching **all of the following:** a cover letter, resume, and relevant writing sample at <https://www.governmentjobs.com/careers/seattle/> **no later than 4:00pm Pacific Time on Tuesday, April 2, 2019.** The Department of Education & Early Learning values diverse perspectives and life experiences. Applicants will be considered regardless of race, color, creed, national origin, ancestry, sex, marital status, disability, religious or political affiliation, age, sexual orientation, medical condition, or pregnancy. The Department of Education & Early Learning encourages people of all backgrounds to apply, including people of color, immigrants, refugees, women, LGBTQ, people with disabilities, veterans, and those with diverse life experiences. If you have questions, please contact Lindsey King at Lindsey.King@seattle.gov.

APPLICATIONS MAY BE FILED ONLINE AT:
Job #2019-00413

<http://www.seattle.gov/jobs>
COMMUNICATIONS & OUTREACH MANAGER
LK

If you are unable to apply on-line you may submit a paper application by the closing date to our office.

OUR OFFICE IS LOCATED AT:
Seattle Municipal Tower
700 5th Avenue, Suite 5400
Seattle, WA 98104
206-684-8088
Careers@seattle.gov



The City of Seattle is an Equal Opportunity Employer that is committed to diversity in the workplace. Accommodations for people with disabilities are provided on request. The City is a Drug Free Workplace.
